

AUGUST 2024 ISSUE



**FLUME**  
DIGITAL DIARY



## HEY DIGITAL EXPLORERS,

As the crisp gusts of August sweep through, the Digital Diary returns with a burst of innovation to warm your digital journey. Step into a world where cutting-edge AI advancements are unlocking new possibilities and reshaping the landscape of technology and marketing.

From Hollywood's embrace of AI creativity to groundbreaking partnerships and futuristic tech unveilings, this month's edition dives deep into how artificial intelligence is revolutionising industries and paving the way for unparalleled growth.

Join us as we navigate through these transformative winds of change, harnessing AI's power to elevate your brand and prepare for a future where innovation knows no bounds 🚀



# HIGHLIGHTS

## AI NEWS ROUNDUP: AUGUST 2024 – TOP STORIES

Lights, Camera, AI 🎬 Hollywood Embraces AI for Stunning Visuals

Stanford's Eye-Opening AI Report 📊 Insights on AI's Growing Costs and Capabilities

Widening ChatGPT Accessibility 🍏 Enhancing User Experiences Everywhere

## SOCIAL MEDIA TEA SPILLS: AUGUST 2024

Meta's A/B Testing Reels 🌐 Elevate Engagement with Precision

Instagram's Shared Access Feature 🤝 Simplify Collaboration, Amplify Impact

X Tests Downvotes ⬇️ Shape Meaningful Conversations

TikTok's New Location Tags 📍 Let Local Gems Go

Don't get blown away by this month's AI innovations and social media revelations. Remember: in the realm of digital, change is the only constant. Stay tuned as we unveil the latest advancements that will propel your strategies to new heights.





01

# AI NEWS BLAST





# AI NEWS BLAST

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## 📣 CALLING ALL AI ENTHUSIASTS

This month's AI News Blast is packed with leading-edge updates that hold the key to unlocking explosive growth. Don't see AI innovations and advancements as gusts that are brisk, unpleasant... even icy. They're ushering in a fiery and energising environment of possibility and excitement. This month, we embrace this red-hot world and expose the transformative power of artificial intelligence, from Hollywood's embrace of AI creativity to groundbreaking partnerships and futuristic tech unveilings.

Let's explore how AI is reshaping industries and redefining possibilities – and what these advancements mean for your marketing success 🎉





# AI NEWS BLAST

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## LIGHTS, CAMERA, AI 🎬

Hollywood is embracing AI with open arms. Luma Labs' Dream Machine is crafting mind-blowing 5-second video clips from text and images – perfect for creating stunning visuals. From graphics and special effects to dubbing and post-production, AI is becoming a star player in filmmaking.

**Flume Focus:** Reimagine visual storytelling with AI. Dive into Dream Machine to create captivating content and integrate innovative media production seamlessly into your brand narrative.

## STANFORD UNVEILS A MAMMOTH AI REPORT 🇮🇹

Stanford's comprehensive AI report reveals some eye-opening insights:

- . AI excels at image classification but grapples with high-level mathematics and visual reasoning.
- . Top AI models are becoming increasingly costly, reshaping global innovation dynamics.

**Flume Focus:** Navigate the complexities of AI strategically. We can help you leverage AI's productivity boosts, with regulatory insights in mind, to craft impactful campaigns and foster consumer trust.

## APPLE AND OPENAI, A MATCH MADE IN AI HEAVEN? 🍏

Apple's strategic partnership with OpenAI promises wider ChatGPT accessibility across millions of devices. This move underscores AI's pivotal role in shaping user experiences and digital interactions.

**Flume Focus:** This is an opportunity to amplify brand engagement with Apple's AI integration and optimise ChatGPT's capabilities for personalised customer experiences. The result? Lasting brand loyalty.





# AI NEWS BLAST

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## THE NEW MUSE FOR MUSIC AND MEDIA? 🎵

Remember Drake's AI-powered diss track featuring Tupac and Snoop? It's just a glimpse into AI's revolutionary impact on creative expression. From AI-driven film production to real-time knowledge integration, media landscapes are undergoing a dramatic makeover.

**Flume Focus:** Pioneer AI-driven creativity. Harness music and media innovations to connect with diverse audiences and amplify your brand presence in evolving digital ecosystems.

## META'S MIND. BLOWING NEURAL INTERFACES 🧠

Meta explores consumer neural interfaces – wearable tech promising context-aware AI experiences. This innovation heralds a future filled with personalised interactions and immersive digital environments.

**Flume Focus:** Embrace AI-enhanced user experiences. Explore neural interface technologies to elevate brand interactions and drive innovative marketing strategies in these immersive new spaces.

## SOFTBANK'S AI CUSTOMER SERVICE SAVIOUR 📞

SoftBank's new AI soothes even the most disgruntled customers, revolutionising customer service dynamics and enhancing user satisfaction.

**Flume Focus:** Elevate customer interactions with AI solutions. Implement AI technologies for streamlined service experiences and enhanced customer retention strategies.





# AI NEWS BLAST

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## YOUTUBE'S AD. BLOCKING CONUNDRUM 🗝️

YouTube's potential crackdown on ad-blocking has sparked industry debate on user experience and advertising ethics.

**Flume Focus:** Adapt marketing strategies to comply with changing digital ad regulations and meet user preferences effectively.

## ELON MUSK AND OPENAI. A CHANGE OF HEART ⚖️

Elon Musk dropping his lawsuit against OpenAI highlights ongoing discussions on AI ethics and governance.

**Flume Focus:** Foster ethical AI practices. Implement transparent AI strategies to build consumer and stakeholder trust amidst evolving regulatory frameworks.





02



# BEYOND THE HEADLINES



# BEYOND THE HEADLINES

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## BeReal's €500M Game-Changing Deal 🎮

BeReal, the social media sensation, has been acquired by gaming giant Voodoo for a staggering €500M (nearly 10 trillion rand)! Brace yourself for exciting new developments as these two tech powerhouses join forces. 🤖

## Google Boosts Meta AI with Real-Time Smarts 🧠

Google's collaboration with Meta is ushering in a new era of AI prowess. With real-time knowledge integration, Meta's AI capabilities are set to deliver smarter, more intuitive user experiences across platforms.

## Bitcoin Miners Dive into AI for Post-Halving Success 🚀

In a bid to optimise revenue post-halving, Bitcoin miners are tapping into AI's predictive powers. This strategic move promises to reshape the future of cryptocurrency mining.

## TikTok Faces Regulatory Crossroads 🚫

With the House ban bill gaining traction, TikTok is navigating stormy regulatory waters. Stay tuned as the future of this viral platform hangs in the balance.

## OpenAI's Sora Peers into the Future of TED Talks 🎤

OpenAI's groundbreaking Sora isn't just imagining the future – it's visualising TED Talks four decades ahead. Prepare for mind-bending insights and futuristic discourse 🤖





# BEYOND THE HEADLINES

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## **Mark Zuckerberg Unveils Meta's AI-Enhanced Glasses** 🗨️

Mark Zuckerberg revealed Meta's latest innovation: AI-powered glasses with unparalleled context awareness. Get ready for a revolutionary leap in augmented reality technology.

## **Wayve Revolutionises Driving with LINGO.2** 🚗

Wayve introduces LINGO.2, a cutting-edge AI model that decodes and enhances driving behaviour in real time. Buckle up for safer, smarter journeys ahead.

## **Poe Expands AI Interaction with Multi-Bot Chat** 💬

Quora's AI chat app, Poe, amps up interaction with multi-bot chat functionality. Discover optimal AI combinations for seamless and dynamic conversations.

## **BBC Invests £6M in AI for Educational Transformation** 📖

BBC's £6M (R140 million) investment in AI aims to revolutionise educational experiences. Get ready for innovative tools and resources that redefine learning in the digital age.





# BEYOND THE **HEADLINES**



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**As the winds of August wane and September's warmth beckons,** AI mirrors spring's vigour as it continues to forge ahead, blazing new trails in technology and creativity. Each development propels us closer to a future where AI's potential knows no bounds. **Stay tuned** as we uncover more groundbreaking updates every month, guiding you through the world of artificial intelligence.

**Let's harness AI's transformative energy together and pave the way for a future of limitless possibilities.**





03



# BRRR-ILLIANT AUGUST UPDATES



# BRRR-ILLIANT **AUGUST UPDATES**

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## KEEP YOUR SOCIAL MEDIA COOL THIS AUGUST 🌨️

Channel your inner winter spirit and keep your social media presence crisp, cool, and refreshing. Get ready to delve into the latest features and trends that'll keep your content engaging. From unlocking collaborative possibilities on Instagram to stimulating thought-provoking conversations on X (formerly Twitter), we're here to guide you on a journey that embraces innovation and keeps you one step ahead.

## **META**

### 🔓 **Unlock the Reels Formula, A/B Testing Has Arrived!**

Meta's unleashing a new toy, a secret weapon for Reels creators: A/B testing 🗣️

This powerful tool will let us fine-tune your content for maximum impact. It's designed for captivating your audience and skyrocketing engagement.

**Flume Focus:** Let's craft winning A/B test strategies to boost your Reels' impact and drive engagement sky-high.





# BRRR-ILLIANT **AUGUST UPDATES**

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## INSTAGRAM

### Content is King – Especially Shareable Content 🏆

Take note, content creators.

Share-worthy content, especially the kind you'd send to a friend, is now one of the most critical ranking signals, as revealed by Instagram's Head, Adam Mosseri.

**Flume Focus:** Our team of digital media experts can help you develop winning social content strategies that resonate deeply with your audience. By analysing audience demographics and preferences, we can craft authentic content that sparks conversations and encourages shares.

### Public Share Counts... A New Visibility Factor? 📊

Instagram might be testing public share counts, potentially impacting how content is discovered 📈

**Flume Focus:** Flume can help by monitoring the rollout of public share counts and analysing their impact on content visibility. This way, we can adjust your strategy with our insights to maintain optimal reach.





# BRRR-ILLIANT **AUGUST UPDATES**

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## INSTAGRAM

### 👉 **Collaborate Like an Instagram Baddie with Shared Access**

Forget juggling logins and endless direct messages. Instagram's game-changing Shared Access is here to streamline your social media workflow. This innovative feature will let you bring your team on board, giving them secure access to manage your IG account with ease. Wave goodbye to communication chaos and hello to smooth teamwork and seamless social media strategies.

**Flume Focus:** At Flume, we're all about empowering your brand. We can help you set up and optimise Shared Access, ensuring seamless collaboration for maximum impact.

### **Organise Your Inbox Like a Pro – Finally!** 📧

Instagram's (allegedly) developing a folder management feature, enabling users to rename and arrange their inboxes for superior organisation 📁

**Flume Focus:** Efficient inbox management is crucial for community engagement. Let us help you by establishing a streamlined system for categorising messages and prioritising responses to maximise engagement opportunities.





# BRRR-ILLIANT **AUGUST UPDATES**

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## INSTAGRAM

### **Send Reels before Publishing, Receive Feedback First** 📧

Instagram is reportedly testing the ability to send Reels to friends for feedback before publishing them 📺

**Flume Focus:** We can utilise this feature to refine your Reels pre-launch.

### **Carousels Get a Musical Touch** 🎵

Instagram now allows adding music to posts containing both videos and images 📺

**Flume Focus:** Use music to enrich storytelling and forge emotional connections through your carousels. Discover trending tracks and craft visually stunning carousels with strategic music integration through Flume's expertise.

### **🐕 Play-PALS**

Add a touch of whimsy to your Instagram stories with PALS . adorable virtual pets! 🐾

Watch them grow as your audience interacts with your stories, fostering engagement and building brand loyalty.

**Flume Focus:** We can help integrate PALS into your strategy, creating engaging interactions that build community and brand loyalty.





# BRRR-ILLIANT **AUGUST UPDATES**

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## X (FKA TWITTER)

### ↓ **Downvote the Drama, Upvote the Discussion**

X might introduce downvotes for replies – think Reddit, but X style. Similar to Reddit, it's testing downvotes for replies. This means we can weed out negativity and promote insightful discussions. Dive deeper into meaningful engagement and spark conversations that truly matter.

**Flume Focus:** We can help foster constructive dialogue and leverage user feedback to refine your content strategy.

## TIKTOK

### 📍 **Location Love – Discover Local Vibes with TikTok's New Tags**

Exploring the city just got easier. TikTok's new location tags categorise content by food and drink, activities, hotels, parks, and shopping. Find the hottest spots and share the local vibes with a global audience.

**Flume Focus:** We can help you leverage location tags to reach local audiences and create buzz around your brand.





# BRRR-ILLIANT **AUGUST UPDATES**

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## **Saving TikTok Videos Just Got Easier** 📱

No more watermarks 🦸

TikTok users can now save videos with or without watermarks to their devices, or post them directly to TikTok for a watermark-free version.

**Flume Focus:** While this simplifies content repurposing, it's crucial to still focus on originality across TikTok and Instagram to maximise engagement. Let us assist you in devising unique content strategies tailored to each platform.

## **YOUTUBE**

### **📺 Multitasking Made Easy**

📢 Attention multitaskers and double-, triple-, and even quadruple-screener! 📢 YouTube Premium subscribers can now enjoy picture-in-picture viewing for Shorts. That means you can scroll Insta, work on that doc and get your online shopping fix, all while keeping up with your latest YT feed.

**Flume Focus:** Enhance your Shorts strategy with captivating content that keeps viewers hooked, even when they're "adding to cart".





# BRRR-ILLIANT **AUGUST UPDATES**

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## PINTEREST

### **Spread the Inspiration**

Get ready to expand your reach and inspire audiences worldwide. Pinterest now lets users share dynamic board videos across platforms. Craft stunning visuals that captivate users and drive engagement.

**Flume Focus:** We can optimise this dynamic video content for maximum impact, driving engagement and even conversions through Pinterest.

### **One More Cool Winter Warmer** **Stay Compliant and Keep it Responsible**

New York is taking a stand against addictive social media feeds for users under 18. This sets the stage for stricter platform regulations in the future. We'll keep an eye on this and ensure your content resonates responsibly with younger audiences.

**Flume Focus:** Stay compliant with evolving regulations and ensure your content resonates responsibly with younger audiences.





# BRRR-ILLIANT **AUGUST UPDATES**

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## **Embrace the Chill. But Don't Let Your Social Media Freeze** ❄️

As the cool August winds blow, don't let your social media strategy chill out. We are here to help you embrace the fresh opportunities ahead. **Reach out today** and let's craft a winning social media strategy that keeps your audience engaged all season long.

## **These features are just the tip of the iceberg** 🧊

Stay tuned for our next update, where we'll dive deeper into some even cooler updates and explore how they can propel your social media strategy to new heights 🏔️





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# THE AUGUST FLUME FAVOURITE



## THE AUGUST **FLUME FAVOURITE**

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**Flume's Paid Media squad takes centre stage this month**, spilling it all on how they unlock explosive growth for our retail clients. Wielding paid media effectively – their speciality – is like lacing a delicious hot chocolate with some sneaky whiskey. **Your digital marketing strategy gets more fiery and potent, and it keeps your customers coming back for more** ☕





# THE AUGUST **FLUME FAVOURITE**

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## WHAT MAKES FLUME'S PAID MEDIA SQUAD SO DAMN GOOD? 🤖

They're not just our team of brainiacs (although they're pretty stellar).

They are obsessed with getting results for all of our clients – this means driving serious revenue for your brand. Think household names like Woolworths, Diesel, Reebok, and Steve Madden. This team partners with brands to craft killer campaigns that not only grab attention but convert leads into sales.

## HOMEBREW INGREDIENTS 🍹

**Channel Champions:** This team is laser-focused on specific platforms – Google Ads, Meta, LinkedIn, Twitter, and the rising star, TikTok. Their deep expertise ensures you can dominate every corner of the digital marketplace.

**Strategic Masterminds:** They don't just throw ads out there, they craft data-driven strategies that hit your goals – and that's the tea, sis. Our media strategists are the Einsteins of audience targeting, and they make it their business to ensure your message reaches the perfect customers, every single time.

**Creativity Conductors:** Forget boring ads! This team conjures up visually stunning and engaging content that grabs attention and gets those clicks. Think scroll-stopping visuals and music that sets in motion the right mood, and the “add to cart”.

**Data-Driven Decision-Makers:** This squad never flies blind. They use data like a superpower, constantly analysing results and fine-tuning campaigns for peak performance. This translates to a healthy return on ad spend (ROAS) for you – cha-ching! 🤖





# THE AUGUST **FLUME FAVOURITE**

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## WHY PAID MEDIA MATTERS FOR RETAIL 🛍️

Let's face it, organic reach is tough to crack. Paid media cuts through the clutter, amplifying your brand message and reaching new audiences that might've not discovered you yet.

### HERE'S HOW THESE LEGENDS FUEL YOUR RETAIL SUCCESS:

**Supercharged Visibility:** Paid ads put your brand front and centre, reaching new customers that wouldn't have connected with you organically.

**Traffic Powerhouse:** Drive shoppers to your online store or physical locations with laser-targeted ads. One click and they're browsing your latest collections... Sheeesh!

**Sales on Fire:** Promote those fiery deals and new arrivals to the perfect audience, sparking a buying frenzy and boosting your bottom line.

**Tracked Success:** Measure the impact of your campaigns with clear data, proving that your paid strategy is a winning formula.





# THE AUGUST **FLUME FAVOURITE**

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## A SNEAK PEEK AT SHOPPING AD TRENDS 👁️

The world of shopping ads is constantly shifting, and we make it our business to stay ahead of the curve.

### HERE'S A TASTE OF WHAT'S HOT (BROUGHT TO YOU BY YOUR FAVOURITE MEDIA GENIUSES)

**Meta Shopping Gets Smarter:** Meta's "Advantage+ Shopping" leverages user data to recommend your products to the right people on Facebook, Instagram, and Messenger. Literally a seamless shopping experience, all within the Meta ecosystem 🔄

**TikTok Takes Centre Stage:** TikTok's video shopping ads (VSA) are here 📣 Showcase your products in captivating video formats and drive traffic directly to your online store. This is your chance to connect with Gen Z and beyond.

**Google Shopping Dominates:** Reach in-market shoppers with Google Shopping ads and Performance Max campaigns. These data-driven powerhouses use intent-based targeting and captivating visuals to connect you with potential customers actively searching for what you offer.





## YOUR PAID MEDIA PARTNER IN CRIME 🕵️

The online shopping landscape is changing fast, and we are here to guide you.

We've seen incredible results for our clients, with some experiencing a whopping R7 000 000 return on a R200 000 ad spend 🤪 That's the power of Flume's Paid Media magic.

We understand what makes consumers tick, and we translate that knowledge into campaigns that drive sales. We use data to constantly refine our strategies, ensuring your ads keep pace with ever-evolving trends. The result? More brand awareness, more traffic, and more sales for your business.

The future of shopping ads is bright, and we are leading the way.

**Stay tuned for more exciting updates like Meta's AR shopping experience and in-platform shopping on TikTok. We'll keep you ahead of the curve and your cash registers ringing.**

Ready to unlock explosive growth for your retail brand?

**Let our Paid Media squad be your secret weapon 🤪**





# SPRING INTO ACTION WITH FLUME 🌸

As the sun starts to warm our faces and spring unfolds its vibrant canvas, let us guide you towards a season of explosive growth. We can be your digital sunlight, helping your brand flourish and reach new heights this spring ☀️

So, ditch the winter coat and grab your digital shades ☀️  
Don't hesitate to reach out – our team of experts are always happy to chat and help you cultivate a winning digital strategy for your brand.

HERE'S TO A **FLOURISHING SPRING** AND A  
SEASON OF SUCCESS FOR EVERYONE 🌸

VISIT OUR SITE

